

# THE POWER OF PUBLICITY

## Threshold to New Life Ministries Featured on Two Twin Cities Television Stations on Thanksgiving Day

On Thanksgiving Day (Thurs., Nov. 24), a good meal wasn't all they served to the homeless at The Salvation Army's Harbor Light Center in Minneapolis.

In partnership with 2.4 Ministries, a ministry of Grace Fellowship Church in Brooklyn Park, Threshold to New Life of Minneapolis handed out 150 personal care kits.

The kits included a razor, shaving cream, shampoo, soap, a toothbrush, toothpaste and a brand new washcloth.

Threshold to New Life co-founder Richard Bahr was interviewed on both [WCCO-TV](#) and [KSTP-TV](#) that morning. RMA Publicity arranged the interviews.

The ministry is focused on helping bridge temporary gaps in people's lives when they are in transition from one place in life to the next. In addition to working with housing agencies to help people stay in the housing they are in when they fall on tough times, Richard and his wife, Carla, are also known for distributing socks to the homeless, with the current count at about 20,000 pairs.

For more information about the ministry, check out [www.threshold2newlife.org](http://www.threshold2newlife.org).



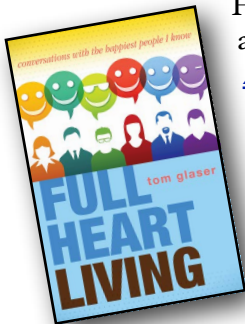
### COMING UP IN DECEMBER

Doug Cornelius, author, ***Good News, I Failed: A Story of Inventing in Minnesota***, has been invited to share his story with students at Bancroft Elementary in Minneapolis on Dec. 7.

Aurora Whittet, author, ***Mama's Knight: A Cancer Story of Love***, will officially launch her new book in her hometown of Benson, Minn., on Dec. 10. A few days before, on Dec. 8, a preview story will be published in the West Central Tribune newspaper.

## **Full Heart Living Author Reveals the Key to Happiness on KARE-TV Minneapolis**

What is the key to happiness? Twin Cities psychologist and life coach Tom Glaser has spent his entire career exploring that question, and in his recently released book, *Full Heart Living: Conversations with the Happiest People I Know*, Glaser reveals the answers he learned through interviews with nine of the happiest people he knows.



He shared what he learned with anchorman Pat Evans on [KARE 11's 4 p.m. newscast](#) on Nov. 14. The book also officially launched in November with a public launch party at Sweeney Todd's Salon in Minneapolis on Nov. 5.

Learn more about the book at [www.FullHeartLiving.com](http://www.FullHeartLiving.com).



## **Founder of the First Publishing Company Exclusively for Teen Authors Appears on KSTP-TV in Minneapolis**

Some exciting news to share about Sigma's Bookshelf, the publishing company started up by Minnesota resident and teen author Justin M. Anderson. He appeared on [KSTP's 8 a.m. newscast](#) on Nov. 19 to talk about his company..

Also in November, Anderson was interviewed by a reporter from the [MN Sun Sailor](#), and Sigma's Bookshelf secured fiscal sponsorship through Springboard for the Arts, so the service will be free to teen authors. If you'd like to make a tax-deductible contribution to help teen authors get their books published, [here is the project's page on GiveMN.org](#).



Sigma's Bookshelf is believed to be the first publishing company exclusively for teenage authors. Check out the website: [www.SigmasBookshelf.com](http://www.SigmasBookshelf.com), and if you know of a teenage author who has written a book, please pass the link along.

### Adventure Santa Makes His Television Debut in the Twin Cities

A new holiday tradition officially launched in the Twin Cities on Nov. 12. "Adventure Santa's" launch party was held at the Edgcumbe Recreation Center in St. Paul. In addition to games and activities for the kids, the toy's co-founder, Sean Green, read the story of how the tradition came to life to the kids.

Adventure Santa, a doll wearing a backpack that can be filled with ideas for things families can do together to celebrate the holidays. The idea is that the kids get to pick an adventure and they then go on that adventure with Santa, Mom and Dad.



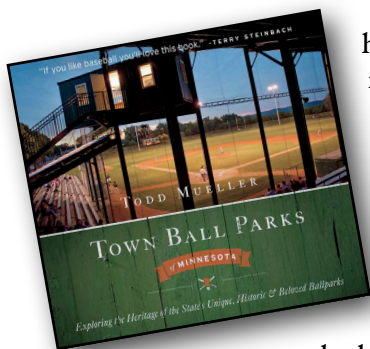
The doll is sold in an Adventure Santa kit that also includes a storybook that tells the story behind how the tradition came to be.

Inventors Sean and Catherine Green introduced "Adventure Santa" to the world on [KARE 11's 4 p.m. newscast](#) on Nov. 9.

For more information, go to [www.AdventureSanta.com](http://www.AdventureSanta.com).

### Author of *Town Ball Parks of Minnesota* Appears on KARE-TV

Todd Mueller, author, *Town Ball Parks of Minnesota*, appeared on KARE 11 Saturday on Nov. 5. He was interviewed by show host and weekend sports anchor Dave Schwartz.



Mueller shared how he came up with the idea for the book, which features photos and information about 27 different town ball parks, as well as the Minnesota cities they are located in. Pick up your copy of

the book, which makes a great gift for the baseball aficionado, at [www.TownBallParksofMN.com](http://www.TownBallParksofMN.com).



## Whittet Gets to Co-Host on KDWB-FM in Minneapolis



Aurora Whittet, author, *Mama's Knight: A Cancer Story of Love* and the *Bloodmark* YA saga, appeared on [The Dave Ryan in the Morning Show](#) on KDWB-FM in the Twin Cities the morning of Nov. 30. In addition to talking about her books, she was the "Almost co-host" that morning, and participated in "Mom Confessions," where she shared some of the funnier things she has had to deal with as a Mom.

Also in Nov., she officially launched her book with a party held at the Dunn Brothers Coffee Shop in Minneapolis, and Midwest Book Review offered a terrific review of the book. It reads in part: "*Mama's Knight* is filled with tools and activities designed to make coping with illness easier on both parent and child, and can be personalized for each child. *Mama's Knight* is very highly recommended for family, preschool, elementary school, and community library picture book collections."



Learn more about Aurora's work at [www.AuroraWhittet.com](http://www.AuroraWhittet.com).

## Holiday Book Fair Held in St. Paul in November

The holiday season is an important time of year not just for retailers, but local authors as well. After all, books make great holiday gifts. But how do local authors get their work highlighted in the book stores? The short answer is they don't. It's impossible to compete with the multimillion dollar marketing and advertising budgets of the major publishers.

So a group of about a dozen authors from the Twin Cities teamed up to put on a Holiday Book Fair featuring their work. The event took place on Nov. 19 at Gloria Dei Lutheran Church in St. Paul.

Several authors who work with RMA Publicity participated in the event. They include Elliott Foster, author, *Whispering Pines - Tales from a Northwoods Cabin* and *Retrieving Isaac & Jason, a Dog's Perspective on International Adoption*, Daniel Maurer, author, *Papa Luther: A Graphic Novel*, *Sobriety: A Graphic Novel* and *Faraway: A Suburban Boy's Story as a Victim of Sex Trafficking*, Caryn Sullivan, author, *Bitter or Better: Grappling with Life on the Op Ed Page* and Martha Wegner, author, *Dear David: Dealing with My Son's Addiction One Letter at a Time*.

## Minnesota Senior Living Company Expanding into Pittsburgh



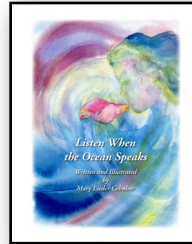
The Waters Senior Living, which is nationally recognized for creating innovations in senior living and communities where residents and their families are inspired to thrive, is expanding into Pittsburgh, PA. In late November, RMA Publicity helped the company secure stories about the expansion in three major publications: [Senior Housing Business](#), [The Pittsburgh Post-Gazette](#) and the [Minneapolis-St. Paul Business Journal](#).

Learn more about The Waters at [www.TheWatersSeniorLiving.com](http://www.TheWatersSeniorLiving.com).

ALSO IN NOVEMBER ...

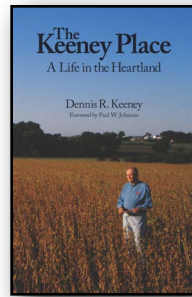


Mystery/thriller author Craig MacIntosh spoke at the Robert Trail Library in Rosemount the evening of Nov. 22 as part of the Rosemount Area Arts Council's "Meet the Author" series.



[The Cedar Rapids Gazette](#) published an article about Mary Lieder Cebuhar's new book, *Listen When the Ocean Speaks*, on Nov. 6. The book was inspired by the author's concern over the damage she has seen done to the coral reefs she has snorkeled at around the world over the years.

An article written about the Levins Publishing book, *The Keeney Place: A Life in the Heartland*, was published in *The Country Today*, an Eau Claire, Wisc., publication focused on rural news. RMA Publicity wrote the article, [Memoir Stresses Importance of Sustainable Ag](#).



**MEDIA OPPORTUNITIES**

If your book is relatable to any of the following events observed in December or January, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media for your book.

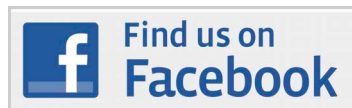
**December is...**

- National Impaired Driving Prevention Month
- National Write a Business Plan Month
- Safe Toys and Gifts Month
- Worldwide Food Service Safety Month

**Also Observed in December...**

- Intl Day of Persons with Disabilities – Dec. 3
- Cookie Exchange Week – Dec. 5 – 9
- Gingerbread Decorating Day – Dec. 10

\* Source: 2016 Chase's Calendar of Events



# RMA Publicity

## How to Get Your Book into Libraries

I came across an interesting statistic recently. According to a Harris Interactive Poll conducted a few years ago, 58-percent of Americans have a library card. Based on the latest figures from the U.S. Census Bureau, that equates to more 187 million people.



Is your book in the library yet? If not, time to start working to get it in there. There are way more people checking books out of libraries than buying them in bookstores. Not to mention, if a library system decides to buy your book, it is likely to place orders for multiple copies.

*So how do you go about getting a library interested in your book?*

The process differs from system to system. Some libraries discover new titles through the various review magazines: Kirkus, Library Journal, Publisher's Weekly and Booklist to name a few. Others work directly with reps from their distributor, which in many cases is Baker & Taylor.

Librarians will also consider titles brought to their attention by patrons, and directly from the author or publishing company. The library system in Hennepin County, Minnesota, for example, offers a place on its website where library patrons can recommend a title. [Here is a link.](#)

However, there is a catch. Before the library will order in copies of an independently published book, like with titles offered by the trade publishers, it must be available for purchase from wholesalers they work with. For print books, the major distributors libraries work with are Brodart, Baker & Taylor and Ingram. For eBooks, they include Axis360, Overdrive and Proquest.

In addition, books must be offered at a full trade discount and be returnable. This means offering your book at a 50 percent or even 55 percent discount to wholesalers. And the librarians prefer books that have been reviewed by trusted third-party reviews. These include Publishers Weekly, Library Journal, Booklist and Midwest Book Review to name a few.

If your book doesn't fit these criteria, it may still be possible to get the book into the library. Here are some other ideas:

- \* Visit your local library and ask to speak with a librarian who works with books in your genre. Hopefully that person will agree to accept a free to copy to review, and if they like it will recommend the book to his or her supervisor as a title to purchase.

- \* Donate a few copies of your book to the library, and ask that they be put on the shelves. If you don't ask, they will likely just end up in a Friends of the Library book sale. If the book ends up getting added to the library's collection, do a good job of getting the word out about the book's availability so people in the community will come in asking for the title.

- \* You may also want to contact your local "Friends of the Library" groups and see if they would be interested in sponsoring an event where you would come in and present to library patrons and sell books in the back of the room. Be sure to leave a few copies behind and ask your new contact at the library to recommend the title for stocking on the library shelves.

Need help reaching out to libraries, this is a service RMA Publicity offers. [Contact us](#) to get started on a campaign.

### Next month's publicity tips article:

Get the New Year Off to a Good Start – Tips for Creating Your 2017 Book Marketing & PR Plan

RMA Publicity regularly posts author news and events to our Facebook page, which is easily accessed through the front page of [www.RMAPublicity.com](http://www.RMAPublicity.com). If you would like to receive updates as they happen, please visit our Facebook page and ["like" it](#).

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